

SWEDEN LEGAL -CA

From: JPUOTILA--VCH0021A
To: RHEROLD --VCH0021A Roy Herold

Date and time 12.01.93 13:56:48

From: Johan Puotila
To : Roy Herold
Subject: F1 Replica on MS Europe ferry (Viking)

Roy,

I agree fully, we and especially Viking needs to be prepared to answer media questions or attacks by the antis once the shop opens. Viking should actually have a designated person to take possible media inquiries.

I suggest we have a meeting in the near future, involving also BBMA legal, where we outline possible questions and responses. After that we'd need to sit down with Viking to see whether they are interested in cooperation on this point, just discussing possible reactions and counter reactions, giving them a picture of our ideas and preparing them mentally.

Also, we naturally need to have our position clear if media turns to us, which also is quite possible. I'm afraid that Charles Stewart having the contract with Viking doesn't "free" PM, as CS is a PM company.

This needs to be considered when planning on how to answer the Question "Why did PM place the replica in the shop, isn't this illegal tobacco advertising" or "is this to appeal to minors?".

Cheers

Johan

*** Forwarding note from RHEROLD --VCH0021A 11.01.93 17:45 ***
To: JPUOTILA--VCH0021A Johan Puotila

*** Resending note of 20.10.92 14:53

To: JPUOTILA--VCH0021A Johan Puotila

I think the time is near to prepare Viking for the Antis. reg. roy

From : Roy Herold

To :

Subject: F1 Replica on MS Europe ferry (Viking)

Johan,

As you know we will put on display in the duty free shop of the new Viking ferry, the MS Europa, a full scale F1 replica. It will be placed in the shop for two years (at one year intervals if changes must be made to a new model) starting around the 1st of February '93.

Following the recommendation of M.Reardon there are two contracts made, one with PM for x-meters of shelspace in the shop in exchange for certain services (i.e. the replica) and another by Charles Stuart for the rental/ lending of a F1 replica for the duty free shop. As you know this was made in order not to connect PM with the replica.

In view of this and as we can surely expect a certain amount of interest from the press in this replica when the shop opens in feb93 I would like to have somekind of statement prepared, not for PM but mainly for the folks at Viking as to what to say when the question comes. A short comment as to what is the arrangement, PM involvement etc. so that we do not have so many different answers floating around. This could then be internally

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